

READ ME FILE

Women and Smoking: Dispelling the Myths, Countering the Messages

Developed by the Campaign for Tobacco-Free Kids, February 2004; updated 2007
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ON THIS CD:

- ❑ Presentation-two versions
 - Full version-54 slides
 - Short version-34 slides
- ❑ Presenter notes for the presentation are in this document
- ❑ Source sheet for the data and information provided in the presentation
- ❑ Fact sheet on women and smoking in Indiana; updated as data becomes available on http://www.in.gov/itpc/files/research_86.pdf

An additional fact sheet on tobacco company marketing to women can be found at <http://www.tobaccofreekids.org/research/factsheets/pdf/0138.pdf>

WHERE TO USE THIS PRESENTATION

This PowerPoint Presentation was developed to assist you in conducting outreach to women's and girls' groups in your community as well as to further educate people in tobacco control about this important issue. Some of the groups that you might want to consider conducting outreach to include business and professional women's groups, service clubs, sororities, Junior League, YWCA, Girl Scouts, Girls Inc. and similar programs for girls and young women.

NOTES ON GIVING THE PRESENTATION

Sources for the information in the presentation are on the Source Sheet that is included with the presentation and this Read Me file.

The presentation is divided into several sections and we suggest that you print out the presentation (in handout format, 6 slides to a page) and review it while reading the following notes. In addition to these notes, points to share are included with the slides in the presentation (see the “notes” section.)

There are two versions of the presentation, a full version and a short version. Choose the one that best meets the needs of your audience and presentation format.

SLIDE CONTENT

- Slides 2 – 4: Tobacco’s Toll
These slides include information on the overall toll in the U.S. and the toll on women. Slides 5 and 7 need to have information for your state inserted into them.
- Slides 5 – 13: Targeted Marketing of Women and Girls
These slides show ads targeting women and girls from the 1930’s through 2004. Many of the recent ads are still running. It is important to point out that many of the ads use weight control/slimness as a selling point, starting with the first ad shown from the 1930’s. Women-specific brands showed up in the late 1960’s (Virginia Slims followed by many others, including “slim” versions of other brands, Misty, Eve, Capri).

To show the targeting of girls, Slides 11-13 include the covers of the magazines in which the ads ran and the youth readership numbers for those magazines.

- Slides 14 – 21: Industry Documents about Marketing to Women
This section starts with a quote from a Philip Morris document that states how that company views women (slide 14).

Slide 15 is a quote from R.J. Reynolds with statements from their market research on how women view smoking.

Slides 16-21 take the statements in the RJR quote and apply them to ads to point out how their marketing research translated into targeted advertising. The RJR quote will “fly” in to the slide after the ad is shown.

- Slides 22-26: Camel No. 9 Promotion
This section describes RJR’s new campaign for No. 9 cigarettes. Slides 25-26 describe events that have happened in Indiana to promote this product.

- Slide 27: Direct Mail Targeting Women and Girls
This slide shows a direct mail piece for Misty cigarettes (Brown & Williamson) that was sent to a former smoker. She thought it was an ad for beauty products aimed at a girl. (It was folded so that the picture of the young woman framing her face with her hands was on the cover.) This piece includes images that are clearly aimed at girls – roller coasters, roller-blading, CD's, a young woman sitting on her bed using a computer. It included \$23 worth of coupons for Misty.
- Slides 28-30: Results of the Targeted Marketing
Slide 30 includes data about the increase in smoking among girls in the time period after the launch of women-specific brands and current smoking rates among girls and women.

STOP HERE IF DOING SHORT VERSION AND GO TO SLIDES CLOSING SLIDES ON 'DO SOMETHING'. (slides 51-54 in full version; slides 31-34 in short version)

- Slides 32 – 44: Health Effects of Smoking on Women
Slide 33 looks at lung cancer and breast cancer deaths in women. Most women erroneously believe that breast cancer is the leading cause of death for women. Heart disease is the number one killer of women and far more women die from lung cancer than from breast cancer. It is important to note that more women are diagnosed with breast cancer than with lung cancer, but more women die from lung cancer than from breast cancer. Slide 34 is a chart showing cancer deaths for women and the red line represents lung cancer – going up while the rest are going down.

Slide 35 includes some recent and alarming information about lung cancer risk in women.

Slide 36 has information about COPD in women, a disease where women are outpacing men.

Slides 37 and 38 show information about heart disease in women. Slide 39 is a chart showing cardiovascular deaths for men and women, with the rates for men going down while those of women are going up.

Slides 39 – 41 point out some of the unique health risks that women smokers face – cancers other than lung (slide 39) and reproductive health problems (slides 40 and 41).

Slide 43 makes the point that women smokers age faster.

- Slides 45 – 48: The Light and Low-Tar Myth
These slides debunk the myth that smoking light or low-tar cigarettes is less harmful.

Slides 45-46 include the major points of two studies on the issue.

Slide 48 shows the percentages of women smokers who smoke lights.

- Slides 49-50: Social Smoking/Highly Addictive Nature of Nicotine
Many young women consider themselves to be “social smokers,” only smoking when they go out. These slides point out how addictive nicotine is to make the point that social smoking usually leads to regular smoking.
- Slides 51-54: Advocacy Information
These final slides give information on becoming involved in advocacy efforts.